



Harms Brothers Ltd.

ESTABLISHED 1958

FREEZONE

ORANJESTAD, ARUBA

TEL.: (297-8)-23686
CABLE: HABROS
P.O. BOX: 195
TELEX: 2092 BATEX
TELEFAX: 297-8-21871

Tel/Fax Holland: (70)3191104

FAX TRANSMISSION

TRANSMISSION VIA FAX

TO:
PARA: R.J.Reynolds Tobacco Int'l

ATTN:
ATENCION: Celestino Prado

DATE:
FECHA: 25-3-1991

REF.: New orders April & May

FROM:
DE: Bryan Harms

TOTAL PAGES
INCLUDING THIS: 1
TOTAL PAGINAS INCLUYENDO ESTA: 1

C.C. Jessica Rojer

Dear Cel,

First of all I would like to thank you and the whole RJR-team at the IAADF Hollywood '91 for all the kind attention shown to Jessica, Lucho, Manrique and myself.

I believe our meeting with Tom, Sergio, Franco and you was very productive and that we are all aware of the strength and weaknesses of our campaign in Colombia.

Today you should be receiving via DHL some pictures of our 2nd DORAL billboard.

This one is located at CUATRO VIAS, next to the police station. This is an important crossroad for buyers from both the interior (Valledup & further) and the coast (Atlantic- Riohacha to Cartagena). This completes our first phase of strategically placed billboards covering both important entry-points into Maicao and is further proof of our commitment to the succes of DORAL in the value-brands market in Colombia.

April order

1 x 40' cntr: 50% YSL Reg./50% YSL Menthol.
1 x 40' cntr: 50% MORE Reg./50% MORE Menthol.
2 x 40' cntr: DORAL Box (Note: I understand that we can only get 900 c/s (10M

May order

SAME AS THE APRIL ORDER.

As you can see no Winston, Camel or Salem has been ordered for both months, in full accordance with the decision reached in our meeting of the 18th of April 1991.

Without anything further to add, I will sign off with best wishes and look forward to seeing all of you again on April 5 for the Camel Grand Prix.

Best regards,

Bryan

SEE PICTURES